



VIV ASIA 2025
IMPACT, BANGKOK, THAILAND
12-14 MARCH
WWW.VIVASIA.NL

Co-located with



meat pro
ASIA

EXHIBITOR BROCHURE

**THE COMPLETE FEED TO FOOD
GLOBAL TRADE SHOW IN ASIA**



VNU | EUROPE

VNU | ASIA PACIFIC

WWW.VIV.NET



WELCOME TO VIV ASIA

Introducing the biggest and most complete Feed to Food event in Asia

VIV Asia 2025 is dedicated to the world of animal protein production and all the related sectors, from feed production, animal farming, breeding, slaughtering, to veterinary services and animal health. A unique global HUB offering direct access to the fast-growing markets of Asia, including ASEAN, China, Far East and India.



SHOW IDENTITY



Location:
IMPACT, Bangkok, Thailand

Frequency:
Every 2 years

Next date:
12-14 March 2025

Attendance:
47,500 +

Show Features:

- Poultry Broilers
- Poultry Layers
- Pigs
- Dairy Cows
- Fish/Shrimps
- Cattle/Calves



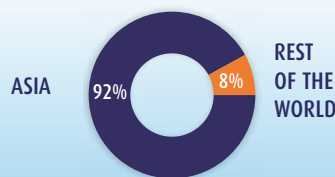
VISITOR IDENTITY



Visitor Features:

- High quality visitors is something you can count on at VIV Asia.
- Professionals from the entire feed to food supply chain.

Visitors origin from last edition



EXHIBITOR IDENTITY



Exhibitor profile:

- Feed
- Feed Ingredients & Additives
- Animal Health
- Breeding & Hatching
- Farm production
- Processing, Handling, Food Engineering
- Media & Consultancy
- Logistics / Refrigeration
- Laboratory testing equipment & services
- IT & automation services

THE COMPLETE FEED TO FOOD SUPPLY CHAIN

Global and regional suppliers from Europe, America, Asia, and the Middle East, representing all sectors: under one roof!



meat pro
ASIA



The must-attend event for all professionals in the animal protein production, including the downstream part of the supply chain boosted by the co-location with Meat Pro Asia. VIV Asia 2025 is held alongside the new exhibition Horti Agri Next Asia, offering a comprehensive platform for the agriculture and livestock spectrum.



2023 KEY FIGURES



110+
visiting
countries



200+
professional
speakers



47,500+
visitors



75,000 sqm gross
exhibition space



1,200+
exhibitors



REASONS TO EXHIBIT!

VIV Asia has always proven to be the ideal platform to meet and connect with new and existing clients

Over the years VIV Asia has exceeded market expectations providing the best services for the entire supply and demand ecosystem by connecting more exhibitors & visitors with every edition. Today VIV Asia is without a doubt the key professional event in Asia to meet customers, partners, and all the most relevant and innovative players in the field of animal protein production.

- Increase your brand awareness and positioning in Asia and internationally
- Build loyalty with your current customers and meet new prospects
- Explore developing markets and opportunities for innovation

KEY SHOW PARTNERS



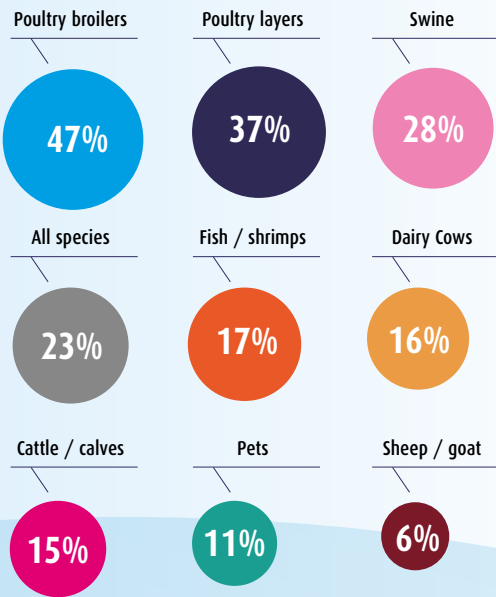
First time expansion to Hall 5,6 & 7.



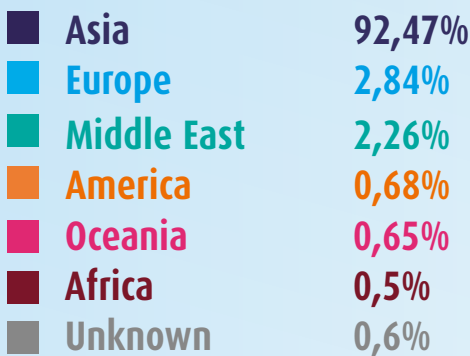
TOP NOTCH BUYERS

A prepared and professional audience, representing the best buyers in the field of animal protein production.

VISITORS BY SPECIES



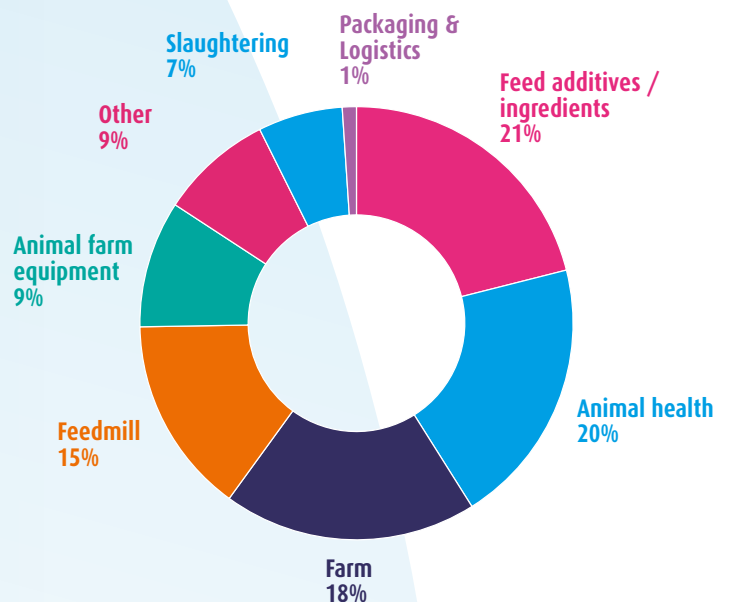
VISITORS BY AREAS



VISITORS BY JOB FUNCTION

Marketing/Sales manager/Representative	22%
Chairman/CEO/President/MD/CFO	19%
Technical manager/Engineer/Technician	12%
Other (please specify)	9%
Farm owner	7%
Farm employee	6%
Veterinarian	5%
Distributor/Dealer	4%
Buyer/Purchase/Procurement manager	4%
Producer/Processor	2,5%
Nutritionist/Formulator	2%
Researcher	2%
Consultant	2%
Academic/Professor	1%
Regulatory manager	1%
Government official/Institutions	0,5%
Press	0,5%
Retailer	0,5%

VISITORS BY SECTORS





REGION OUTLOOK

The most populous continent with fast-rising consumer demand. Your gateway to ASEAN, Far East (including China) and South Asia (including India).



ASIA DEMOGRAPHICS

POPULATION OF ASIA



4,7 billion



AVERAGE AGE: 31.5 years

GDP PER CAPITA

12,167 USD



REGION GDP
31,6 TRILLION USD



URBAN
POPULATION
71%

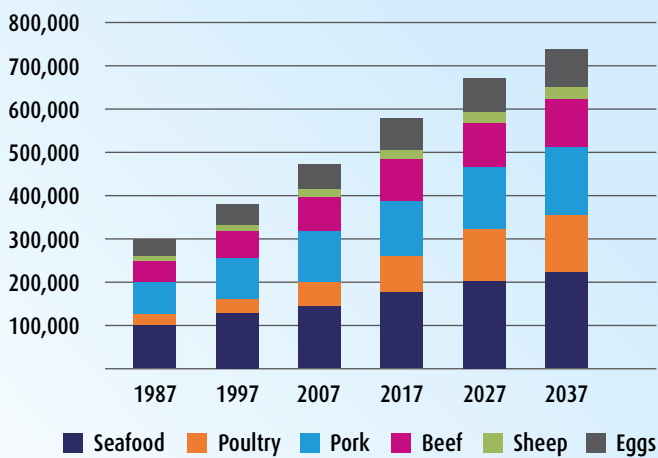


RURAL POPULATION
29%

MARKET DATA

An insightful look at the most important industry figures

Worldwide 35% more demand for animal protein in next 20 years



Source: Rabobank analysis based on USDA, FAO and local statistics, 2018



- **90%** of global growth is in emerging markets; **60%** in Asia.

Source: Rabobank analysis based on USDA, FAO and local statistics, 2019

- **South and South East Asia will be key global growth market.**

Source: Rabobank projections, 2019

INDUSTRY CHALLENGES? SOLUTION AT VIV ASIA

Rising consumer demand: the game-changer seen for all foods across South-East Asia

There is intense competition from other sectors for agricultural land in ASEAN countries. Land productivity must increase without jeopardizing the quality of natural resources.

The tropical environment represents a high-risk element for pathogen growth in livestock. At the same time, drug residue & bacteria resistance in animals are concerning issues that require attention.

Animal protein supply chains face significant challenges related to inflationary pressure, especially in four key areas – animal feed, labor, energy and freight.

Automation, energy cost reduction, proper biological drug treatment, and other pioneering approaches and innovations will have a strong impact on the food chain for domestic production.

SOLVED BY EMBRACING INNOVATION



Nutritional Innovation



Digital Revolution



Sustainability & Energy Cost Reduction



Feed & Food Safety



Future of Farming Systems



Global Regulations & Policy





VALUE-ADDED SERVICES

Promote your participation at VIV ASIA 2025

SHOWCASE & MEET WITH VIV CONNECT

Exhibitors and visitors of VIV Asia 2025 get access to VIV Connect, the premier digital platform by VIV worldwide, where the agrifood industry comes together. This is the place where companies, associations, and industry experts connect, exchange valuable insights and gear up for upcoming exhibitions by seamlessly perusing what's on offer.



PRIME OPTIONS:

- Logo on lanyards
- Onsite banners
- Onsite conference and seminars
- Logo on website
- Advertisement in the show guide
- Newsletter promotion
- Social media exposure
- ... and many more!

Deadline: January 2025
(First-come-first-served)

CUSTOMIZED MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

A proper promotion before, during, and after the show is extremely important to maximize your business and brand profile.

Make sure your current clients and new potential customers know that you will take part in VIV Asia 2025.

BENEFITS:

- Stand out from competition
- Trigger sales opportunities by creating multiple touch points with your future customers
- Great customization and an easy booking via seamless order portal



BOOK YOUR BOOTH NOW!

Reserve your space at VIV Asia



GREAT VISIBILITY FOR NEW BUSINESS OPPORTUNITIES

A booth at VIV Asia 2025 will maximize your company's business opportunities in the Asian market.

As a relevant player in the animal husbandry industry, whether your work is upstream or downstream in the supply chain, this is the must-attend event to include in your marketing strategy.

Our professional sales team is excited to receive your questions and help you reserve the best location for you on the show floor.

PREPARATION STEPS:



Digital service portal for easy preparation!



TO LEARN MORE ABOUT WHAT'S IN IT FOR YOU – CONTACT US!

VIV Asia speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at:

<https://vivasia.nl/contact/>



Philippe Verstuyft
Sales Manager
philippe@vnueurope.com



Chanitprapa Menasuta
International Market Developer (Asian region)
chanitprapa@vnuasiapacific.com